

## CLAIMS

1. Footwear having a rotatable strap which can be shifted for display of different aesthetics, including, a shoe sole, said shoe sole having slot integrally provided therethrough, a strap provided through the slot and extending above the shoe sole to provide for embracing the foot upper, said strap capable of being shifted through the slot of the sole to provide for a change in the aesthetics of the strap being shown.
2. The footwear of claim 1 wherein the strap is continuous.
3. The Footwear of claim 1 wherein said strap is provided with ends, said ends being secured together by fastening means.
4. The footwear of claim 3 wherein the fastening means comprising as a hook and pile fastening means.
5. The footwear of claim 3 wherein the fastening means comprises at least one clasp.
6. The footwear of claim 1 and including an insert for inserting within the lateral openings of the sole slot to provide for guidance for insertion of the strap through the footwear sole.
7. The footwear of claim 1 wherein there are a pair of slots provided for accommodating a pair of rotatable straps therethrough.
8. The footwear of claim 1 wherein the footwear includes the slotted sole, and said footwear having a shoe upper, said rotatable strap surrounding the shoe upper and extending through the sole slot, wherein said rotatable strap is capable of being rotated to display different aesthetics upon shifting.
9. The footwear of claim 8 wherein said sole slot is formed along the bottom of the sole, to accommodate the rotatable strap therein.
10. The footwear of claim 8 wherein said shoe upper has an opening provided therethrough, and said rotatable strap includes at least one aperture provided therethrough, which when aligned with the shoe upper opening, provides for ventilation of the foot within the shoe.

11. The footwear of claim 1 wherein there are multiple substantially parallel slots provided through the shoe sole, each of said parallel slots having rotatable straps provided therethrough, and said straps extending upwardly of the sole to accommodate the insertion of the foot therein.

5 12. The footwear of claim 9 wherein said footwear is a sandal.

13. The footwear of claim 1 wherein footwear comprises a sandal.

14. A footwear for accommodating a rotatable strap therein, and which when rotated provides for changing of the aesthetics for the footwear, said footwear including a shoe sole, a shoe upper connected therewith, at least one slot provided proximate the location of the connection of the shoe upper with the shoe sole, and said slot for accommodation of a rotatable strap therein, said rotatable strap located proximate the side of the vamp or quarter portions for the said footwear.

15 15. The footwear of claim 14 wherein said slot is provided through the shoe sole.

16. The footwear of claim 11 wherein footwear includes a sock liner, and said slot provided between the sock liner and the shoe sole.

17. The footwear of claim 11 wherein said rotatable strap includes differing coloration or designs, which can be changed upon rotation of the rotatable strap within the shoe structure.

18. The footwear of claim 14 wherein said strap includes at least one aperture, the quarter portion of the shoe upper thereunder including at least one aperture, thereby upon alignment of the rotatable strap aperture with the quarter portion aperture ventilation is provided to the interior of the footwear.

25 19. The footwear of claim 14 wherein said rotatable strap locates interiorly of the shoe upper, the strap being capable of rotated through the formed slot, the shoe upper having a tongue opening, and said rotatable strap being displayable through the tongue opening.

20. The footwear of claim 19 wherein said rotatable strap has ends, the ends capable of being connected together with fastening means, and said strap capable of providing support for the foot of the shoe wearer during application.

21. The footwear incorporating a rotatable strap for use for changing the aesthetics of the shoe during usage, said footwear incorporating a sole, a shoe upper connecting to the sole, said shoe upper having an upwardly extending loop, there being a slot formed within the shoe sole, and said rotatable strap capable of inserting through the sole slot and through the shoe upper loop to provide for rotation of the strap therein to change the footwear aesthetics.

22. The footwear of claim 18 wherein said footwear comprising a slipon shoe.

23. The footwear incorporating a rotatable strap for changing the shoe aesthetics, said footwear being a thong, said thong having a sole portion, a toe strap extending upwardly from said thong, said strap having a loop portion, said sole of the thong having a slot formed therethrough, a rotatable strap provided through the sole slot, and extending through the toe strap loop portion, whereby said rotatable strap embraces the foot tainted during thong usage, and said rotatable strap capable of turning for displaying different aesthetics.

24. The footwear of claim 23 wherein the foot slot is formed between the portion of the shoe sole, and the shoe upper as applied thereto.

25. The footwear of claim 21 wherein rotatable strap inserts through the sole slot, and each footwear quarter portion having a slot provided through its upper region, the rotatable strap inserting through the sole slot, and through the upper quarter portion slots, and capable of being rotated therein for displaying differing aesthetics.

26. The footwear of claim 23 wherein said shoe upper having a tongue opening, and said rotatable loop also being displayed through said tongue opening to display differing aesthetics.

27. The footwear incorporating a rotatable strap, said footwear comprising a sandal, said sandal having a sole portion, said sandal having an upper strap connecting to the lateral edges of the sole portion, on opposite sides of the shoe, the sole having a slot provided therethrough, a rotatable strap  
5 inserting through said sole slot and extending upwardly and contiguously with the shoe upper strap, said rotatable strap, when rotated, providing for a change in the shoe aesthetics.

28. The footwear of claim 25 wherein said rotatable strap is maintained internally of the shoe upper strap.

10 29. The footwear of claim 25 wherein said rotatable strap is maintained externally of said shoe upper strap.

30. Footwear having a rotatable strap to provide for its rotation and to change the shoe aesthetics during usage, footwear having a sole portion, said sole portion having said pair of slots integrally formed therethrough, a rotatable  
15 strap being inserted through said pair of sole slots, said rotatable strap in said shoe upper region crossing to provide a double appearing strap to provide for retention of the foot of the wearer within the shoe, whereby said rotatable strap may be rotated to change the aesthetics of the footwear during usage.

31. The footwear of claim 29 wherein the footwear is a sandal.

20 32. The footwear of claim 31 wherein the rotatable strap has an aperture and is provided adjacent the quarter portion of the shoe and ventilating mesh provided within at least one strap aperture.

33. The footwear provided with a rotatable strap for use for changing the shoe aesthetics when the strap is rotated, said footwear including a sole  
25 portion, at least one flange extending upwardly from the sole portion at each opposite lateral edge, each upwardly extending flange having a slot provided therethrough, a rotatable strap provided through the flanged slots, said rotatable strap being continuous, and capable of rotating for changing of the shoe aesthetics during usage.

34. The footwear of claim 33 wherein the rotatable strap is doubled back upon itself for arrangement contiguously against the foot of the wearer during footwear usage.

5 35. The footwear of claim 34 wherein flanges are integrally formed extending upwardly from the lateral edges of the shoe sole.

36. The footwear of claim 35 wherein the footwear includes a shoe upper, and said upper is formed with the shoe sole.

37. The invention of claim 36 wherein the footwear comprises a slip-on shoe.

10 38. The footwear of claim 36 wherein the footwear comprises a sandal.

39. Footwear having a rotatable strap for use for changing the aesthetics of the footwear during usage, said footwear including a shoe sole, a shoe upper applied thereto, a ringed fastener provided to either side of one of the shoe sole and shoe upper, said rotatable strap capable of inserting through the  
15 ringed fastener, for use for retaining the rotatable strap over the shoe upper, whereby said strap capable of rotating for changing the aesthetics of the footwear during usage.

40. The footwear of claim 39 wherein said ringed fastener comprising a D-ring.

20 41. The footwear of claim 40 wherein said ringed fastener comprising a triangular ring.

42. The footwear of claim 41 wherein said ringed fastener comprising one of an ovoid ring and annular ring.

43. Footwear incorporating a rotatable loop capable of turning to provide for displaying differing aesthetics, said footwear having a sole portion, a shoe upper extending upwardly therefrom, a slot provided proximate the juncture of the shoe sole and the upper, rotatable strap being inserted therethrough, said  
5 footwear having a counter portion at the back of its shoe upper, said rotatable strap cooperating with the counter to allow for shifting of the strap to change the footwear aesthetics during usage.

44. The footwear of claim 43 wherein said counter includes a slot through which the rotatable strap inserts.

10 45. The footwear of claim 44 wherein said counter having a ringed fastener to provide for insertion of the rotatable strap therethrough and to accommodate its shifting to change the aesthetics of the footwear during usage.

46. The footwear of claim 45 wherein said rotatable strap includes apertures to provide for ventilation of the foot arranged thereunder.

15 47. The footwear incorporating a rotatable strap which when shifted provides for changing of the shoe aesthetics during usage, said footwear providing a sole portion, a shoe upper connecting upwardly of the sole portion, a slot provided through the region of the shoe upper and its sole portion, said slot accommodating the rotatable strap to provide for its shifting to change the  
20 aesthetics of the shoe during usage.

48. The footwear of claim 47 wherein said slot is provided laterally through the shoe sole.

50. The footwear of claim 46 wherein said slot is provided partially within the shoe sole, and extends upwardly for opening on the surface of the  
25 shoe sole.

51. The footwear of claim 47 wherein said footwear includes a sock liner, and said slot provided between the sock liner and the shoe upper surface of the shoe sole.

52. The footwear of claim 51 wherein said rotatable strap extends  
5 exteriorly of the shoe upper.

53. The footwear of claim 52 wherein said rotatable strap is arranged internally of the shoe upper.